

Rebuttal Report of David Franklyn in Response to Defendant's Expert, Lori Boatright in the case of *Glidewell Laboratories v. Keating Dental Arts, Inc.*, Civil Action No SACV11-01309-DOC(ANx)

If called to testify in this case, I will state as follows:

1. I have read the "Defendant's Expert Lori Boatright's Rebuttal Report to the Report of David J. Franklyn" (October 15, 2012) submitted by Defendant Keating in this case.
2. In her so-called "Rebuttal Report," Ms. Boatright argues that:
 - (a) BruxZir should have been denied registration by the United States Patent and Trademark Office ("PTO") – when such registration was issued on January 19, 2010, on the grounds that BruxZir is either generic and/or highly descriptive as a mark for full zirconia dental crowns¹;
 - (b) Because it should not have been registered, Glidewell's BruxZir mark should be given no protection in this case²;
 - (c) Glidewell's BruxZir mark is weak³;
 - (d) Glidewell has presented no evidence of secondary meaning in its mark⁴; and
 - (e) In her opinion, there is *no evidence* whatever that relevant consumers would confusingly associate Keating's KDZ Bruxer mark with Glidewell's BruxZir mark, even though both companies are in the same market and sell to similar customers⁵.
 - (f) Keating is using "Bruxer" in its descriptive sense and not as a mark⁶.
3. Ms. Boatright is wrong in all of these respects.
4. First, she is wrong that Glidewell's BruxZir mark should not have been registered. Ms. Boatright has not pointed to any evidence to support her position that when Glidewell's mark was

¹ Defendant's Expert Lori Boatright's Rebuttal Report to the Report of David J. Franklyn at 20, James R. Glidewell Dental Ceramics, Inc. v. Keating Dental Arts, Inc., No. 11-1309 (C.D.Cal.). Oct. 15, 2012).

² *Id.* at 20.

³ *Id.* at 22.

⁴ *Id.* at 24.

⁵ *Id.* at 20.

⁶ *Id.*

registered in January of 2009, it was predominantly seen by (at least 75%) of dentists or dental labs as “the” (or even “a”) generic name for full zirconia dental crowns. Like Dr. Eggleston, she lumps together citations to various pieces of evidence with no regard to their date. Nor, as she well knows, is occasional or anecdotal generic use sufficient to deny registration to a mark.⁷

5. When carefully analyzed, it is clear she provides no evidence that BruxZir or Bruxer is a generic name for a full zirconia crown. None of the documents she cites uses BruxZir or bruxer as the generic name for a solid zirconia crown. Rather, her alleged evidence stands at most for the proposition that a bruxer is a person who suffers from Bruxism and that one indicated use of the BruxZir solid zirconium crown is as a restoration for people who have suffered from bruxism.
6. Second, Ms. Boatright does not flat out say that in her opinion BruxZir was (or even today is) the generic name for full contour Zirconia crowns. Rather, she says it should not have been registered because it *either generic or highly descriptive*.⁸ Only generic terms are *per se* unregistrable and unprotectable.⁹ “Highly” descriptive terms can be – and have been – registered as trademarks, so long as they have “secondary meaning,” i.e., they have come to be seen as the brand name of a company or product.¹⁰ Thus, her opinion that BruxZir may be

⁷ 2 McCarthy on Trademarks § 12:12 (4th ed. 2012) (“Because a finding of genericness may result in the loss of rights which could be valuable intellectual property, a court should not find genericness without persuasive and clear evidence that the contested term has become generic among a majority of the buyer group.”). *Ty, Inc. v. Softbelly's, Inc.*, 353 F.3d 528, 531 (7th Cir. 2003) (“To determine that a trademark is generic and thus pitch it into the public domain is a fateful step. . . . The fateful step ordinarily is not taken until the trademark has gone so far toward becoming the exclusive descriptor of the product that sellers of competing brands cannot compete effectively without using the name to designate the product they are selling”).

⁸ Defendant’s Expert Lori Boatright’s Rebuttal Report, *supra* note 1, at 21.

⁹ 2 McCarthy on Trademarks § 12:1 (4th ed. 2012) (“ . . . a generic name of a product can never function as a trademark to indicate origin.”). *See also* Restatement (Third) of Unfair Competition § 15 cmt. a (1995) (“Generic designations are not subject to appropriation as trademarks at common law and are ineligible for registration under federal and state trademark registration statutes.”). *See also Park 'N Fly, Inc. v. Dollar Park & Fly, Inc.*, 469 U.S. 189, 194 (1985) (“Generic terms are not registrable, and a registered mark may be canceled at any time on the grounds that it has become generic.”).

¹⁰ 2 McCarthy on Trademarks § 15:8 (4th ed. 2012) *citing Echo Travel, Inc. v. Travel Associates, Inc.*, 870 F.2d 1264, 1268 (7th Cir. 1989) (“The establishment of secondary meaning is what removes the mark from the public domain as an indicator of origin for certain goods or services.”).

categorized as “descriptive” or even “highly descriptive” is not alone grounds to refuse it registration or protection as a mark.

7. Ms. Boatright focusses on registration as the issue. But protection is the issue here, not registration. Glidewell’s mark is a registered mark.¹¹ Therefore, Glidewell is entitled to a presumption of validity of the mark.¹² This is an infringement action – not an appeal from a TTAB ruling on Glidewell’s mark. In an infringement action in the Ninth Circuit, the law is clear that the defendant asserting that plaintiff’s mark is generic must prove it was predominantly seen by relevant consumers as the generic name for the type of product at issue when the alleged infringer entered the market.¹³
8. Ms. Boatright does not cite the *Yellow Cab* case or mention its key ruling – i.e., that the time for determining genericism in an infringement action is when the alleged infringer (here Keating) entered the market. This is important because even if the PTO should have denied registration to BruxZir on the ground that it was then “highly descriptive” (I point with which I disagree), that would say *nothing* about the validity of Glidewell’s *common law rights* in its mark today, in May, 2011, or in September, 2010. This is because while descriptiveness may be relevant to registration, it is not sufficient to deny common law rights in a mark. Only truly generic marks are legally unprotectable. Descriptive marks are protectable as long as they have secondary meaning.¹⁴

¹¹ BRUXZIR, Registration No. 3,739,663.

¹² 15 U.S.C. § 1115(a) (2012) (“Any registration issued . . . shall be prima facie evidence of the validity of the registered mark . . .”). See also *Reno Air Racing Ass’n, Inc. v. McCord*, 452 F.3d 1126, 1135 (9th Cir. 2006) citing *Yellow Cab Co. of Sacramento v. Yellow Cab of Elk Grove, Inc.*, 419 F.3d 925, 928 (9th Cir. 2005) (“ . . . [R]egistered marks are endowed with a strong presumption of validity”).

¹³ *Yellow Cab Co. of Sacramento v. Yellow Cab of Elk Grove, Inc.*, 419 F.3d 925, 928 (9th Cir. 2005) (“The crucial date for the determination of genericness is the date on which the alleged infringer entered the market with the disputed mark or term.”). See also *Nora Beverages, Inc. v. Perrier Group of Am., Inc.*, 164 F.3d 736, 744 (2d Cir. 1998).

¹⁴ See *supra* text accompanying note 10.

9. Ms. Boatright is wrong, moreover, when she asserts that Glidewell has no evidence to establish that dentists and dental labs see BruxZir as Glidewell's mark and do not see it as a term that merely describes some of their patients. By the time Keating entered the market in either September, 2010 or May, 2011, Glidewell had already sold thousands of full zirconia crowns under the BruxZir brand name. It had also engaged in extensive advertising of its mark. Indeed, it is disingenuous for Ms. Boatright to say that the BruxZir mark had become famous enough to be generic for full zirconia crowns but not famous enough to have secondary meaning in that market. The dentists with whom I spoke (identified below) uniformly stated that BruxZir quickly established itself as a widely recognized brand for solid zirconium crowns and that BruxZir is widely recognized as identifying Glidewell Laboratories as the source of such products.
10. Ms. Boatright is also wrong when she says that BruxZir is a weak mark.¹⁵ It is not. It is a strong mark in the market(s) in which it is used. As I demonstrated in my initial report in this case, it is both linguistically strong and strong from a market penetration perspective.¹⁶ Aside from Glidewell and Keating, no one else uses "bruxer" as a trademark for full zirconia dental crowns. And Glidewell was indisputably first to use and first to register. Moreover, dentists widely see Glidewell as the market leader in the field of solid zirconium crowns.
11. I am at a loss to understand how Ms. Boatright could, in good conscience, say that there is no evidence that consumers (dentists and dental labs) are confused between BruxZir crowns and KDZ Bruxer crowns. Ms. Boatright does not cite or discuss (and perhaps was not shown) the more than 50 orders placed by Keating's customers (dentists) seeking to order Glidewell's BruxZir crowns from Keating. Even if she wishes to somehow dismiss or weaken this evidence, she cannot in good faith say there is no such evidence. The risk of consumer confusion is not

¹⁵ See *supra* text accompanying note 3.

¹⁶ Plaintiff's Expert David J. Franklyn's Report at 14, *James R. Glidewell Dental Ceramics, Inc. v. Keating Dental Arts, Inc.*, No. 11-1309 (C.D.Cal.). Sept 15, 2012).

- only high here – but it has materialized. Indeed, several dentists with whom I spoke stated that if they saw a solid zirconium crown advertised for sale under the name “KDZ Bruxer,” they would likely be confused as to the source of such products or the zirconium material from which they were made.
12. My interviews with dentists corroborate my opinions about the strength of the BruxZir mark and the risk of consumer confusion in this case. One such dentist is Dr. David DiTolla -- the primary research dentist employed at Glidewell. He gives roughly 30-35 lectures per year to large groups of dentists about various types of dental restoration materials and products. Dr. DiTolla states that “bruxer” is not a term widely used in the dental industry for solid zirconium crowns.
13. I also spoke with Dr. Gordon Christianson -- a prominent research dentist in Provo Utah who is widely known by dentists in the United States. Dr. Christianson has been a dentist since 1960; started two dental schools; was Dean of the Scottsdale School of Dentistry; and runs the largest dental research project in the United States. More information on his research can be found at cliniciansreport.org and pccdental.com.
14. Dr. Christianson said unequivocally that: BruxZir is a well-known and widely recognized brand name for full zirconia crowns by dentists and dental labs in the United States – like “Coca-Cola to dentists”; BruxZir is not a generic name or seen as such by dentists or dental labs; the generic names for Glidewell’s zirconia crowns would be “full zirconia crowns;” that before Glidewell entered the market dentists and dental labs would have called this type of product a “zirconia based restoration” or a “full zirconia crown” when speaking of it generally; full zirconia crowns are used for many things other than to treat patients with the “pathological condition of bruxism” and indeed are used for “everything” now given their high quality, strength and aesthetic appearance; Keating’s mark is “an invasion” of Glidewell’s mark; dentists and dental labs are “absolutely likely to be confused by Keating’s KDZ Bruxer mark for the same product;

other companies that wish to compete with Glidewell do not feel the need to do this; and that there is a real risk of counterfeit products entering the market through China in this area and a need to protect the BruxZir brand name.

15. In Dr. Christianson's view, Glidewell initiated the wide use of full zirconia crowns and is well known for this product throughout the country under its trade name BruxZir.
16. I also spoke with and reviewed the expert report of Dr. Ronald Goldstein from Atlanta, Georgia. Dr. Goldstein is a prominent dentist and author of ten dentistry text books and numerous articles on dentistry. Dr. Goldstein stated that Glidewell's BruxZir solid zirconium crown products are used extensively for patients who are not bruxers. He stated that it is now the most popular general crown for all types of restoration in the United States because of its strength and appearance.
17. He stated that BruxZir is widely recognized as a brand name for Glidewell's full zirconia crown by practicing dentists throughout the United States. He stated that he had never seen or heard of the word "bruxer," "bruxer crown" or "BruxZir" being used as the generic name for a type of crown, i.e., as the generic name of a solid zirconia crown. He stated unequivocally that in the text books, in the scientific literature and in common practice, the generic names for solid zirconia crowns is either monolithic zirconium crown, or full zirconium crown or solid zirconium crown or zirconium crown. He stated that given his 55 years as a practicing dentist, his current research, academic and professional activities, he certainly would have heard the term "bruxer" used as the name for a type of crown if, indeed, that were occurring. He stated emphatically that there was no such generic term as "bruxer crown."
18. Additionally, I spoke with the following dentists about the uses of the terms BruxZir and bruxer in the dental industry: Michael J. Fanning DDS, 10271 Beach Dr. Calabash, NC; Vincent S. Cianciulli D.M.D., 815 Hartford Tpke, Waterford, CT, 06385-4201; Dr. Terence J. Michaels, DDS,

225 Waukegan Rd, Lake Bluff, IL 60044; Ilya Benjamin DMD, 55 S Valle Verde Dr., Ste 250, Henderson, NV 89012; Dean Saiki DDS, 3231 Waring Court Oceanside, CA 92056; Thomas E. Bell DDS, 126 Biggs Lane, South Shore, KY 41175; Robert McNicholas DDS, 10342 S. Kedzie Ave., Chicago, IL 60655-2016.

19. With the exception of Dr. McNicholas¹⁷, these dentists all disagree with Dr. Eggleston that *even today* dentists use “bruxer crown” as the generic name for full zirconia crowns. Rather, they corroborated the statements of Drs. DiTolla, Christensen, and Goldstein, as well as my understanding, that the generic names for a full zirconia crown would be either “zirconia crown,” “full zirconia crown” “monolithic zirconia crown” “solid zirconia crown” or the like. According to these dentists, the word “bruxer” is understood to refer to a person who grinds his or her teeth. The term “BruxZir crown” is generally known and understood to refer to Glidewell’s product. It may occasionally be mis-spelled. They further stated that in May, 2011, the date when Keating entered the zirconia crown market, dentists and dental labs did not use either Bruxer or BruxZir as the generic name for a full zirconium dental crown.
20. These dentist all stated that they use BruxZir crowns (indeed, all solid zirconium crowns) more in patients without bruxism than in patients who suffer from that pathological disorder. The dentists with whom I spoke agreed with Dr. Christianson’s statement that BruxZir full zirconium crowns today are used “for everything” and that correcting the effects of bruxism is but one application. The reason given is that BruxZir crown are stronger, made from more durable materials and better looking than most other alternatives on the market. They are, therefore,

¹⁷ Dr. McNicholas indicated that he has on occasion used the term Bruxer to refer to the type of crown, i.e., a full zirconium crown. However, he did not state that dentists generally refer to this type of product in this manner when they are speaking of full zirconium crowns made by entities other than Glidewell. He stated that he recognized BruxZir as the brand name of Glidewell’s product. He further stated that on one occasion he ordered a full zirconium crown from Keating and listed on the order form “BruxZir” because at that point in time he assumed that all solid zirconium crowns were made from materials supplied by Glidewell. He stated that a representative from Keating called him and instructed him not to use the term BruxZir when ordering from Keating in the future.

attractive on a general level, for tooth restoration. Some dentists stated that they always use BruxZir full zirconium crowns when restoring teeth in the rear of the mouth because of their superior strength.

21. Finally, these dentists generally stated that if they were to encounter another company using the name “bruxer” as a trademark for full zirconium crowns, they likely would be confused as to the source of such crowns or the zirconium material from which they are made, and would likely assume that the source was Glidewell.
22. The USPTO searches I performed corroborate and support the statements of these dentists that “BruxZir” and “Bruxer” and “bruxer” have not become widely used as the generic name for a type of dental crown.
23. Even if today’s date (October 29, 2012) were the appropriate date for determining genericness, it would continue to be my opinion that neither “BruxZir” nor “bruxer” is predominantly seen as the generic name for a type of dental crown within the relevant markets.
24. Ms. Boatright is wrong when she says Keating is using the word Bruxer as a descriptive word only and not as a trademark. She seems to rely on the fact that Keating “disclaimed” an interest in the word “bruxer” standing alone when it applied to the USPTO for rights in the mark “KDZ Bruxer.”¹⁸ However, a disclaimer in a trademark application does not mean that the word is somehow excised from the mark for which protection will eventually be sought.¹⁹ Nor does it mean the use of the word as part of one’s brand name in branding materials is somehow negated and rendered only a descriptive use.

¹⁸ Defendant’s Expert Lori Boatright’s Rebuttal Report, *supra* note 1, at 20.

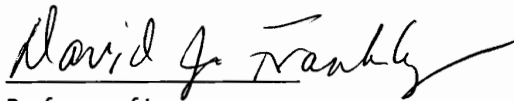
¹⁹ 2 McCarthy on Trademarks § 11:52 (4th ed. 2012) (“A disclaimer of descriptive matter in a registered composite mark does not deprive the registrant of any common law rights registrant may have in the disclaimed matter.”) See also 15 U.S.C. § 1056(b) (2012) (“No disclaimer . . . shall prejudice or affect the applicant’s or registrant’s rights then existing or thereafter arising in the disclaimed matter.”).

25. Keating is clearly using “Bruxer” as part of its brand name. It capitalizes it; it includes it as a component of its mark; it uses it as a mark on its website and in its other marketing materials. It therefore is not exempt from liability under the descriptive fair use doctrine.²⁰ If Keating wants to take advantage of the descriptive fair use doctrine it should limit its use of the word “bruxer” to truly descriptive uses – i.e., to uses which refer to people who brux – and not as the trademark of its competing zirconia crown products.
26. Finally, on the issue of good faith, Ms. Boatright disagrees with my opinion that Keating is trading on the good will of Glidewell. However, that opinion is based on the fact that there is actual confusion in this case – Keating is receiving orders from people who are trying to order Glidewell BruxZir products. Keating is not an authorized BruxZir dental lab selling crowns made from Glidewell’s BruxZir raw materials – but some dentists apparently think it is. That is exactly the type of free-riding on good will that United States trademark law is designed to remedy.

²⁰ Restatement (Third) of Unfair Competition § 28 cmt. c (1995) (“Fair use is a reasonable and good faith use of a descriptive term that is another’s trademark to describe rather than to identify the user’s goods, services, or business.”). *See also* 2 McCarthy on Trademarks § 11:46 (4th ed. 2012) (Often, an infringing trademark usage of the challenged term is evidenced by its employment as an ‘attention-getting symbol.’”). *See also Sands, Taylor & Wood Co. v. Quaker Oats Co.*, 978 F.2d 947, 954 (7th Cir. 1992) (defendant used plaintiff’s THIRST AID mark not in a sentence describing defendant’s GATORADE sports drink, but as an attention-getting symbol in advertising; this is evidence of trademark use which disqualifies defendant from the fair use defense).

Respectfully submitted this 29th day of October, 2012

By: David J. Franklyn

A handwritten signature in cursive script, reading "David J. Franklyn", written in black ink.

Professor of Law

Director, McCarthy Institute for Intellectual Property and Technology Law

Director, Center for the Empirical Study of Trademark Law

Director, LL.M. Program in Intellectual Property and Technology Law

Exhibit A

CURRICULUM VITAE OF GORDON JOHNSON CHRISTENSEN

ADDRESS:	<u>Practical Clinical Courses</u> 3707 North Canyon Road Suite 3D Provo, Utah 84604 (801) 226-6569 (office)	<u>Home</u> 675 East 900 South Mapleton, Utah 84664 (801) 489-3619 (home) (801) 380-6440 (cell)
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PRESENT POSITIONS:

Director and Founder, Practical Clinical Courses;
CEO and Co-Founder, Clinicians Report Foundation;
Private Practice (Fixed, Removable and Implant Prosthodontics);
Adjunct Professor, Brigham Young University;
Clinical Professor, University of Utah.

MARITAL STATUS: Married to Rella P. Christensen, BS, RDH, PhD, Co-Founder, Senior Scientist and Former Director, Clinical Research Associates (now Clinicians Report).
 Three married children: William, (DDS 1989); Michael, (DDS 1992); Carlene, (BS 1992).

EDUCATION:	Pre-Dental - Utah State University Logan, Utah 1954-56
	D.D.S. - University of Southern California Los Angeles, California..... 1956-60
	M.S.D. - University of Washington Seattle, Washington (Restorative Dentistry) 1962-63
	Ph.D. - University of Denver Denver, Colorado (Education and Psychology) . 1969-72

HONORARY DEGREES:	Sc.D.- Doctor of Science Utah State University Logan, Utah 1999
	Doctor of Dental Education & Research Utah Valley State College Orem, Utah 2001

ACADEMIC APPOINTMENTS:

Currently a Visiting Professor in Many Universities Around the World..... 1965-Pr
Midwestern University, College of Dental Med. Dean's Advisory Council... 2007-Pr
University of Utah, Clinical Professor of Pathology 1981-Pr
Brigham Young University Adjunct Professor, Biological
and Agricultural Sciences 1978-Pr
University of Colorado, Professor and Associate Dean 1968-76
Assistant Dean 1973-75
Professor & Chairman, Department of Rehabilitative Dentistry..... 1968-73
University of Kentucky, Associate Professor & Chairman of
Restorative Dentistry 1965-68
Assistant Professor & Chairman of Restorative Dentistry 1966-67
Assistant Professor & Chairman of Operative Dentistry 1965-66
University of Washington, Assistant Professor Operative Dentistry..... 1962-64
Clinical Assistant 1962

BOARD CERTIFICATION:

Specialty Board: Diplomate, American Board of Prosthodontics 1968
State Board: Arizona 2007
Utah..... 1976
Colorado..... 1969
Kentucky 1966
Washington 1961
California 1960

COMMUNITY ACTIVITIES:

- Church of Jesus Christ of Latter-day Saints, numerous administrative and teaching positions over many years including Seminary and Institute Teacher, District and Stake Presidencies, High Councils, Bishoprics, Bishop, etc.
- Full-time Administrative Service Mission 2001 – 2003; Director, Los Angeles Temple Visitor's Center
- Boy Scouts of America, Scoutmaster, Endowment Chairman and other committees
- United Way, Professional Coordinator

EDITORIAL RESPONSIBILITIES

Held Since

Clinicians Report 2007
Journal of Contemporary Dental Practice 2005
Dental Economics 2001
Endodontic Practice 1997
Journal of Esthetic Dentistry 1989
American Journal of Dentistry 1989
Journal of the American Dental Association 1988
International Journal of Periodontics and Restorative Dentistry 1988
Journal of Operative Dentistry..... 1978
Clinical Research Associates Newsletter..... 1977

FELLOWSHIPS, MASTERSHIPS, & DIPLOMATE STATUS:

<u>Honored Fellow</u> , American Academy of Implant Dentistry.....	2008
<u>Diplomate</u> , International Academy of Mini Dental Implants	2007
<u>Fellow</u> , Academy of Dentistry International.....	2005
<u>Fellow</u> , Academy of Osseointegration	2001
<u>Associate Fellow</u> , American Academy of Implant Dentistry.....	2000
<u>Fellow</u> , International Academy for Dental-Facial Esthetics.....	2000
<u>Diplomate</u> , International Congress of Oral Implantology	1998
<u>Fellow</u> , International Congress of Oral Implantology	1997
Honorary <u>Fellow</u> , American Endodontic Society	1992
<u>Fellow</u> by Election, Royal College of Surgeons, (England).....	1988
Honorary <u>Fellow</u> , Academy of General Dentistry	1988
<u>Fellow</u> , American College of Dentists	1971
<u>Fellow</u> , International College of Dentists.....	1970
<u>Fellow</u> , American College of Prosthodontists	1968

HONORARY AWARDS AND LISTINGS:

Blue Vase Award (Paragon Management)	2011
Outstanding Dental Leader Award (Int College of Dentists)	2011
Outstanding Contributions to Donated Dental Services (DDS), NFDH.....	2010
Dr. BiCuspid Publication – “Most Effective Dental Educator”	2009
William John Geis Award, American College of Dentists.....	2005
Irwin Smigel Prize in Aesthetic Dentistry, NY University.....	2005
Charles Pincus Award for Esthetic Dentistry, AAED.....	2002
Thomas P. Hinman Distinguished Service Medal.....	1999
Distinguished Practitioner, National Academies of Practice	1999
Century of Service Award, Utah Dental Association.....	1999
Callahan Memorial Award, Ohio Dental Association	1998
USC School of Dentistry Hall of Fame	1996
Who's Who in Dentistry.....	1996
Denver Midwinter Excellence in Dentistry Award	1995
Greater NY Meeting's Executive Director Emeritus	
Dr. Irving E. Gruber Award.....	1994
Who's Who in the World (12th Edition)	1994
Who's Who Worldwide	1993
Who's Who in America (48th Edition)	1993
Who's Who in the West.....	1993
Distinguished Lecturer Award, Greater NY Academy of Prosthodontics	1992
The Fauchard Gold Medal Award	1992
Distinguished Service Award, Utah Dental Association.....	1991
Alpha Omega International Achievement Award	1991
Utah Dental Association Achievement Award.....	1991
Award for Service to the Dental Profession,	
Delta Sigma Delta International Fraternity	1990
Chicago Dental Society Gordon Christensen Recognition Lecture Award	1990
Dentist Magazine Voted #1 Dental Lecturer in U.S.A.	1989
The International Book of Honor	1989
University of Washington, Dental Alumni Association Distinguished	

Alumnus Award.....	1989
Pierre Fauchard Academy Award.....	1989

HONORARY AWARDS AND LISTINGS (CONTINUED):

Dentist Magazine Voted #1 Dental Lecturer in U.S.A.	1988
Award of Distinction, Academy of Dentistry, Intl, Wash, DC.	1988
Dentist Magazine Voted #1 Dental Lecturer in U.S.A.	1987
BYU Academy of Dentists Distinguished Service Award.....	1987
Man of the Year Award, Amer. College of Dentists, Colorado.....	1986
Who's Who in Frontier Science and Technology	1982
Who's Who in Health Care.....	1977
Men of Achievement	1975
Who's Who in the United States	1975
Dictionary of International Biography	1975
Personalities of the West and Midwest.....	1974
Community Leaders and Noteworthy Americans.....	1973
National Social Directory.....	1973
Who's Who in Colorado	1972
Who's Who in America.....	1972
American Men and Women of Science.....	1971
Outstanding Educators of America ...	1971
Achievement Award Alumni Association, SCADA ...	1968
Skull and Dagger, Univ. of So. California, Honorary	1960
Robert E. Cruise Award, U.S.C.....	1960
Garrett Newkirk Award, U.S.C.	1960
Omicron Kappa Upsilon, U.S.C. Chapter.....	1960
Phi Kappa Phi, U.S.C. Chapter.....	1960
Student Body President, U.S.C. Dental School	1959-60
Alpha Tau Epsilon, U.S.C. Honorary	1956

HOSPITAL APPOINTMENTS, ADMINISTRATIVE POSITIONS, AND CONSULTANT POSITIONS:

Senior Academic Advisor, Scottsdale Center for Dentistry	2009-Pr
Board of Directors, National Children's Oral Health Foundation.....	2008-Pr
Board of Directors, Clinicians Report.....	2007-Pr
Dean, Scottsdale Center for Dentistry (CE Center)	2007-09
Board of Directors, Scottsdale Center for Dentistry (CE Center).....	2007-09
Board of Directors: Salt Lake Donated Dental Services	2000-Pr
Dental Advisory Board, Dentistry Today	2000-Pr
Board of Directors: National Foundation of Dentistry for the Handicapped	1992-Pr
Utah Valley Regional Medical Center, Provo, Utah	1976-Pr
Brigham Young University, College of Biology and Agriculture National Advisory Board	1990-Pr
ADA Health Foundation	1995-2000

LECTURES, SEMINARS, AND COURSES:

Have presented over 45,000 hours of invited lectures, seminars, and clinics in 50 states, Asia, Europe, South and Central America, the Middle East, Far East, Mexico, Canada, Puerto Rico, Australia, New Zealand, the Virgin Islands, India, and Africa.

PRIVATE PRACTICE OF PROSTHODONTICS:

Provo, Utah	1976-Pr
Denver, Colorado	1968-76
Lexington, Kentucky ..	1965-68
Seattle, Washington ..	1962-65

CURRENT PROFESSIONAL ORGANIZATIONS:

	Held Since
National Academies of Practice	2000
American Academy of Implant Dentistry	1998
American Prosthodontic Society	1996
American College of Prosthodontists	1968
American Academy of Cosmetic Dentistry	1993
The International Congress of Oral Implantologists	1991
Federation of Prosthodontic Organizations	
Federation Dentaire Internationale	1990
International College of Prosthodontists	1986
Academy of Osseointegration	1996
Academy of LDS Dentists	1976
American Academy of Esthetic Dentistry	1975
American Academy of Restorative Dentistry	1972
Academy of Operative Dentistry	1972
Delta Sigma Delta	1968
Director of several dental study clubs	1965
American Academy of Gold Foil Operators	1965
International Association for Dental Research	1962
American Dental Association and Utah Dental Association	1956
International Association of Student Clinicians	1959

RESEARCH INTERESTS, GRANTS, AND FELLOWSHIPS:

Preventive dentistry, restorative dentistry, prosthodontics, dental caries, dental materials, clinical investigations, health administration, tooth development and morphology, education, psychology.

Clinicians Report (formerly Clinical Research Associates)	
Many continuing grants and contracts with many manufacturers....	1976-Pr
Expanded Function Dental Auxiliary Training Program,	
Contract No. 743-29,	1974-76
Allied Health Special Improvement Grant, 1 DO 1 AH	
50249-01	1972-77
Research Grant No. DH-DE-00144-01, Cariostatic Effect of	
Community Fluoride Mouthwashes	1968
Research Grant No. DE-02074-0251, Cavity Medication in	
Restorative Dentistry	1967
Patterson - Hettinger - Cary Research Fellowship	1963
American Fund for Dental Education Fellowship for Post-doctoral study ...	1962-63

UNIVERSITY TEACHING EXPERIENCE:

(Univ of Washington, Kentucky, Colorado, Utah, and Brigham Young University)

Anatomy, bio-statistics, dental anatomy, dental anesthesia, dental caries, dental embryology, dental materials, education, fixed prosthodontics, literature review, occlusion, office emergencies, operative dentistry, preventive dentistry, psychology, religion, restorative - periodontic relationships, scientific inquiry and writing, T.M.J.

UNIVERSITY COMMITTEES:

Dental Hygiene Advisory Committee, Utah Valley State College.....	1996-Pr
Regional Dental Education Program, Consultant, Univ. of Utah, Univ. of Washington, Creighton University	1978-Pr
Planning Committee for Potential University of Utah Dental School	1980-Pr
Academy of LDS Dentists Planning Committee, BYU.....	1976-Pr
Dean's Cabinet, CU School of Dentistry	1975-76
Education Committee, CU School of Dentistry.....	1975-76
Coordinator, ADA Accreditation Survey Manuals and Site Visits, CU School of Dentistry	1973-76
Coordinator, Dental School Building Committee, CU School of Dentistry	1973-76
Admissions Committee, CU School of Dentistry	1973-76
Allied Health Professions Advisory Council	1971-76
J.F. Kennedy Center Advisory Committee, CU Medical Center.....	1970-76
Dental Hygiene Planning Committee, CU School of Dentistry	1970-76
Central Services Committee, CU Medical Center	1969-76
Emergency Clinic Planning Committee CU.....	1969-72
Executive Committee, CU School of Dentistry	1968-76
University Senate UK	1967-68
Medical Center Academic Council UK	1967-68
Executive Committee UKCD .	1967-68
Dentists' Service Plan UKCD	1967-68
Dental Hygiene Planning Committee UKCD	1966-68
Curriculum Committee UKCD	1965-68
Academic Performance Committee UKCD	1965-68

PUBLICATIONS:

THESIS AND DISSERTATION:

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48. CHRISTENSEN GJ. Professional Interaction in Academic Health Centers, J. Nursing Education 17:11-19, Oct., 1978. Dental Economics, pp. 33-38, April, 1979.
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51. CHRISTENSEN GJ. Bleaching Teeth, Quintessence International 384:21-27, Nov., 1979.
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55. CHRISTENSEN GJ. The Metal Crisis in Dentistry, SCADA Symposium, the SCADA Journal, Volume 1, pp. 1-12, October 11, 1980.
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57. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 5, CRA Newsletter, Twelve Issues, 1981.
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99. CHRISTENSEN GJ. "Electrical Anesthesia (EA)," Patient Education Series, Practical Clinical Courses--Video No. P3901, June 1994.
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103. CHRISTENSEN GJ. and, "Conservative Restoration of Worn Anterior Teeth," "Glass Ionomer Resin for Repairing Crowns," and Empress and Inceram Crowns", Video Instructor Series, Practical Clinical Courses--Video No. I-195, December 1994.
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121. CHRISTENSEN GJ. "Diagnostic Data Collection by Auxiliaries," Practical Clinical Courses--Video No. V1180, July 1997.
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129. CHRISTENSEN GJ. "Polymer Based Fixed Prosthodontics," Practical Clinical Courses--Video No. V1982, January 1998.
131. CHRISTENSEN GJ. & BANKHEAD, A.S., "Esthetic Periodontal Coverage of Exposed Crown Margins," New Concepts Video Series, Practical Clinical Courses--Video No. C-598(A), April 1998.
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147. CHRISTENSEN GJ. "Basic Materials and Techniques for Dental Assistants and Others," Practical Clinical Courses – Video No. V4787, September 1999.
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153. CHRISTENSEN GJ. "Lifesaving Diagnosis of Soft Tissue Disease" Practical Clinical Courses – Video No. C500(B), March 2000.
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161. CHRISTENSEN GJ. .. "Predictable Ceramic Inlays & Onlays". Practical Clinical Courses – Video No. 101(B), November 2000.
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185. CHRISTENSEN GJ. "Double Arch Impressions for Technicians & Dentists". Practical Clinical Courses – Video No. C902A, December 2001.
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